L+R *for* ApeCoin

Market Identification & Incentive Action Plan

Strategic Proposal

Introduction

We are L+R (Levin+Riegner), a decade-old, international strategy consulting firm and design technology studio with expertise in the web3, blockchain and cryptocurrency space and culture, as well as strong strategic business consulting. We have previously worked on development projects with notable organizations such as Animoca Brands, Unstoppable Domains, and Avalanche, in addtion to supporting enterprise businesses with strategy consulting, including market research for organizations like the Estée Lauder Companies, Hilton Worldwide, and Amazon, thereby attaining significant market insights and an understanding of strategies employed by these leading entities.

This proposal presents our plan to assist ApeCoin DAO in identifying the most compatible markets and formulating an incentive plan for AIPs focusing on these markets.

This effort is led by our team of seasoned experts, which includes:

- **Alex Levin**, Strategy Lead
  - Founder of L+R, leads strategy for collaborations with top-tier brands and startups.
  - Web3 expert with significant contributions to the space, including development projects with AVAX, Unstoppable Domains, Animoca Brands and more. Writes Forbes column on NFT's with the luxury sector.
- **Petrit Berisha**, Web3 Strategist
  - Creator and operator of Sporting Crypto, a Sports and Web3 media company, with extensive DAO, NFT, & Blockchain knowledge as advisor and consultant.
  - Influential in the DAO ecosystem with successful funding, advisory roles, and audio documentaries exploring crypto, backed by deep DAO governance understanding.
- **Jamie King**, EVP, Strategic Advisor
  - Co-founder of Rockstar Games, behind iconic titles like "Grand Theft Auto"; pivotal in setting new standards in gaming innovation and storytelling.
  - Former President and COO of 4mm Games, with a track record in developing community-driven experiences; a seasoned advisor refining incentive strategies in tech and esports sectors.
- **Roberto Ranucci**, Research Strategist
  - Digital Transformation Director at L+R; his broad experience encompasses market research, strategy development, and digital transformation, crucial for efficient market identification and strategic incentive planning. Former ACCENTURE Senior Strategy Consultant and Business Development and M&A professional.
- **Jingxuan Yu**, Research Strategist
- **Rena O'Brien**, Project Manager
- **Valerie Rabot**, Delivery Manager

VIEW [ADDITIONAL BIOS]

The proposal includes our detailed approach, methodologies, projected timelines, and our project management process.

Addressing ApeCoin DAO's Needs

Market Identification: A core need for ApeCoin DAO is to pinpoint relevant markets that resonate with its mission. To do so, we'll carry out a comprehensive market analysis considering legal, regulatory, and business-related parameters. Preliminary examination of AVAX, Uniwswap Gitcoin, which are operating in similar spaces, has highlighted the potential of decentralized finance (DeFi) and gaming markets.

Incentive Plan Design: Developing an incentive plan to spur AIPs is another essential requirement. We aim to establish a blueprint for a model that will boost participation and engagement, built on careful analysis of successful incentive structures from past and current AIPs.

Approach

1. Identifying Compatible Markets:

Leveraging our extensive market knowledge, we will identify and prioritize markets compatible with ApeCoin DAO's mission. This will involve a thorough mapping and analysis of strategic planning, involving factors like legal, regulatory, political, and business aspects. We will draw from a multitude of sources to corroborate our findings, like government decisions, expert opinions, and statistical data. We will analyze competitors such as AVAX, Gitcoin, and Uniswap, to discern their strategic strengths and weaknesses, and learn from their approaches.

- Answering the **First Question**:
  - **Identifying markets compatible with the DAO's mission statement and prioritizing them based on types of business activities.**
    - *The answer will be supported by:*
      - Mapping and analysis of strategic planning, considering legal, regulatory, political, and business aspects. Detailed examples will be provided;
      - Mapping of information sources, including surveys, studies, government decisions, expert opinions, statistical data, legislation, government budget books, interviews with AIP authors and community members;
      - Comparison between competitors such as AVAX, Gitcoin, and Uniswap;
      - Providing detailed recommendations for selected markets and processes that require implementation within the DAO, with a focus on prioritization.

2. Determining Actions and Incentives:

Once the markets are identified, we will devise a comprehensive incentive plan to encourage AIPs that focus on the selected markets. This will involve analyzing past, ongoing, and future AIPs and extracting successful incentive models. Our proposed plan will include expected costs for these actions and incentives under different scenarios and projections for 2024-2025.

- Answering the **Second Question**:
    - **Determining actions and incentives to be given to AIPs that focus on selected markets.**
        - *The answer will include:*
            - Mapping and analysis of actions and incentives to encourage activity in selected markets, considering past AIPs, ongoing and future AIPs;
            - Analysis of principles and criteria for implementing actions and incentives to encourage selected markets;
            - Suggested actions and incentives for encouraging selected markets, including budget and distribution of selected markets;
            - Expected costs for actions and incentives to encourage focus on selected markets, considering different scenarios, existing and ongoing AIPs, and projections for 2024-2025;
            - Details of the methodology used for the analysis to formulate the recommendations.

Project Management & Collaboration Process

Our approach to project management focuses on agility, efficiency, and constant communication.

- **Alex Levin**, *Strategy Lead:*
    - Leading of the overall project strategy and direction.
    - Collaborate with the execution team to develop well-informed market research and incentive strategies aligned with ApeCoin DAO's mission.
- **Petrit Berisha**, *Web3 Strategist*
    - Utilizes expertise in Web3 to guide the project's direction and objectives in addition, proposal is culturally aligned to Web3 culture.
    - Ensures the project aligns with the principles and values of decentralized autonomous organizations, drawing from extensive knowledge in the DAO ecosystem.
- **Jamie King**, *Incentive Plan Strategist*:
    - Designs a comprehensive incentive plan to boost participation and engagement in AIPs.
    - Analyzes successful incentive models from past and current AIPs to inform the proposed plan.
- **Jingxuan Yu,** *Research Strategist:*
    - *Research & compare competitors (AVAX, Gitcoin, Uniswap) to inform brand positioning within Web3.*
    - *Interview AIP authors and community members for insights to suggest incentives/actions for active DAO participation.*
- **Roberto Ranucci**, *Market Research Specialist:*

    - Conducts in-depth market and competitor analysis to identify potential markets compatible with ApeCoin DAO's mission.
    - Gathers relevant data and provides valuable insights on market opportunities, trends, and potential risks to inform strategic decision-making.
- **Rena O'Brien**, *Project Manager*:
    - Aligns the project with the complexities of DAOs and ensures its successful execution.
    - Collaborates with the team to develop strategic market research and incentive planning initiatives in line with ApeCoin DAO's mission.
- **Valerie Rabot**, *Delivery Manager:*
    - Focuses on optimizing team utilization and adhering to project timelines.
    - Monitors progress, tracks individual and team performance, and ensures deadlines are met.

Alex Levin will serve as the primary point of contact, and he will be responsible for aligning project objectives and client communication. We will utilize our project management tools to ensure deadlines are met, risks are mitigated, and the project runs smoothly.

Our project management approach places a high value on communication, iteration, and timely delivery. Here's an outline of our management strategy:

Kick-off meeting: This initial session will serve to ensure that all stakeholders are aligned with the project objectives, timelines, and processes. It's an opportunity to set expectations, establish the main point of contact, and address any initial questions or concerns.

Weekly Update Meetings: Regular weekly meetings will be held with John Doe, our team's blockchain strategist and your main point of contact. These meetings will serve as a platform to discuss the progress of the project, next steps, and any potential challenges.

Progress Reports: At the end of each phase, a detailed progress report will be shared. This includes our findings, insights, and preliminary strategies based on the work completed during that phase.

Feedback Cycles: After each progress report, we will have a feedback session. This iterative process will help us refine our work based on your insights and ensure alignment with your expectations.

Approval Process: Before moving on to the next phase, we will seek your approval on the deliverables of the current phase. This will make sure that every step taken is in line with your vision and goals.

Collaborative Tools: We use tools like Slack for day-to-day communication and project management platforms such as ClickUp for task tracking and deadline management. These tools foster a collaborative environment and ensure transparency in our work process.

On-Time Delivery: Each phase of the project has a clearly defined timeline. We hold ourselves to these deadlines strictly, making sure that the project progresses as per the agreed timeline, leading to completion by December 2023.

This process will allow us to navigate the project smoothly and effectively, ensuring that we meet your needs while staying aligned with our shared objectives. We look forward to the potential of working together to make this project a success.

Project Timeline

We propose the following project timeline to ensure completion by December 2023:

Phase	Task	Duration	Final Deliverable
Phase 1	Question 1 work: In-depth Market and Competitor Analysis & Detailed Market Analysis Report	1 Month	Answers to Question 1
Phase 1.2	*Received Feedback from Ape Assembly*	7 Days	Feedback on Answers to Question 1
Phase 1.3	Implement Feedback from Ape Assembly on Question 1	15 Days	Question 1 Submission to DAO
Phase 2	Question 2 work: Incentive Plan Refinement and Cost Forecasting & Final Report and Strategic Recommendations	1st Dec - 20th Dec	Answers to Question 2
Phase 3	Finalizing Question 1 and Question 2 Answers	Before EOY 2023	Submission of Final Document to DAO

This timeline ensures the project's completion before the start of Q1 2024, well before EOY 2023.

Total pre-discount cost for this project is estimated at $72,000.

Costs

As per the RFP, the cost for this comprehensive project will be provided as a percentage discount from $60,000.00 USD (including applicable VAT), which aligns with the maximum amount ApeCoin DAO is willing to pay for the project. We will provide further details regarding the financials upon advancing to the next steps of the proposal process.

Special Discount Offer

As a gesture of our enthusiasm for your mission, and because your project aligns closely with our values and expertise, we would like to offer a 25% discount on our standard consulting fees for this project. We believe in the transformative potential of DAOs and are thrilled at the prospect of contributing to your success in this space.

<u>The proposed cost for this project is $54,000</u>
(representing a 25% discount from our estimate and a 10% discount from the listed budget from the ApeCoin DAO team)

Conclusion

As strong believers in the DAO ethos, we at L+R are excited about the opportunity to contribute to the growth and evolution of ApeCoin DAO. Our expertise, combined with our understanding of ApeCoin DAO and its community, makes us an ideal partner to undertake this critical project. We look forward to the possibility of working with ApeCoin DAO to drive the success of this endeavor.

Please don't hesitate to reach out if you need any additional information or clarification regarding this proposal. We're at your service. **Alex Levin, Founding Partner, Alex@levinriegner.com**

L+R *Your Partner in Transformation*
Established: 2012, Brooklyn, New York.
Our Website: http://levinriegner.com

Team Bios (cont.)

- **Alex Levin**, Strategy Lead:
  - An Executive Strategist with over 15 years of experience in strategic branding and design and technology, is the founder of L+R, a globally acclaimed strategy consulting firm and an award-winning design technology studio with a decade of establishment. With offices in Brooklyn and Barcelona, L+R has emerged as a prominent player in luxury, hospitality, technology, and social sectors, working with esteemed SMEs and Enterprise clients focused on Americas, Europe, Middle East and APAC. Their exceptional work spans collaborations with notable brands like Amazon Web Services, Warner Bros. Discovery, The Estée Lauder Companies, Hilton Worldwide, and Google, alongside forward-thinking startups such as Mastreworks.io, Bond (acquired by Newell Brands), and Alexander, a recipient of the Best of the Best at the Red Dot Design Awards. Embracing the potential of Web3, Alex and L+R have contributed significantly to the space with clients like Animoca Brands and EVO.art, earning accolades like the LOVIE award for their Unstoppable Domains WOW3 Decentraland Headquarters project. With a grant from Avalanche's X-Fund, they built a groundbreaking NFT media player mobile app. Alex's Forbes column delves into the luxury and Web3 entanglement, covering pivotal moments in the movement's history. As the Strategy Lead, Alex brings extensive knowledge of blockchain, Web3 technologies, and strong leadership capabilities to provide crucial support on the Market Identification & Incentive Planning project, ensuring successful outcomes.
- **Petrit Berisha**, Web3 Strategist:
  - A Web3 Strategist with a proven background in creating and operating Sporting Crypto, an authoritative media and advisory business at the intersection of Sports and Web3. With practical involvement in industry-leading podcast Blockchain Insider and collaborations with major brands like AWS, Google Cloud, Flannels, EPL, and Budweiser, he possesses invaluable insights into the workings of DAOs. His consultancy work with Universal Music and funding from influential DAOs like NFTs WTF DAO and Edgeware DAO for audio documentaries on crypto further cement his position as a thought leader in the DAO ecosystem. Through extensive written works and interviews with key figures, such as Krause House and LinksDAO, and as an advisor to Karate Combat, a DAO-operated combat league using KARATE token, Petrit showcases a comprehensive understanding of DAO governance, making him an invaluable asset for any DAO-focused initiative.
- **Jamie King**, EVP, Strategic Advisor:
  - As a co-founder of Rockstar Games, a pioneering and renowned video game development company best known for its iconic title "Grand Theft Auto" and dozens of other groundbreaking titles, Jamie brings unparalleled expertise to support the incentive structure research. With a visionary spirit and a passion for interactive entertainment, Jamie's leadership at Rockstar Games has positioned the company at the forefront of producing critically acclaimed titles, setting new standards in gaming innovation and storytelling. As the former President and

COO of 4mm Games, he played a pivotal role in developing the engaging title "Def Jam Rapstar," showcasing his keen understanding of community-driven gaming experiences. As an advisory and senior consultant in the technology, esports, and consumer sectors, Jamie's extensive experience and insights make him the ideal candidate to shape and refine incentive strategies. His outstanding contributions to the gaming world have captivated millions of gamers and elevated the industry to new heights, making him a true visionary and a driving force in the future of interactive entertainment.

- **Roberto Ranucci**, Research Strategist:
  - Leads L+R's Strategy Consulting practice and serves as the Digital Transformation Director, Europe, at L+R, where he leverages his vast experience in market research, strategy development and digital transformation. His professional journey includes leadership roles such as COO and General Manager at Kempinski, Senior Strategy Consultant at ACCENTURE Management Consulting, and a role in Business Development and M&A at Buongiorno. Roberto's comprehensive background positions him as a key asset in our Market Identification & Incentive Planning project for ApeCoin DAO. He will spearhead the identification and analysis of potential markets, considering legal, regulatory, and business-related parameters. Furthermore, his insights will help to design an effective incentive plan to boost participation and engagement, drawing from an analysis of successful incentive structures from past and current AIPs. His extensive experience and strategic perspective are invaluable to ensuring the project's success.
- **Jingxuan Yu,** Reserach Strategist:
  - Jingxuan Yu is a research strategist and seasoned UX designer, originally from China, bringing valuable expertise to the ApeCoin DAO project. With a master's degree in Information Technology from Cornell University and a bachelor's degree in Computer Science from the University of Illinois Urbana-Champaign, Jingxuan's academic background provides a strong foundation in data analysis and machine learning. As a research strategist, she possesses a keen eye for detail and a commitment to data-driven decision-making. Her proficiency in Human-Computer Interaction (HCI) and user-centered design allows her to create impactful and user-centric experiences. Leveraging her research and UX design skills, Jingxuan will play a vital role in shaping the ApeCoin DAO's strategies and initiatives, with a focus on fostering meaningful engagement and success within the Web3 and cryptocurrency space, including unique insights into the APAC/Asian market.
- **Rena O'Brien**, Project Manager:
  - A seasoned project management professional within the Web3 space, will be leading the charge as Project Manager for the ApeCoin DAO Market Identification & Incentive Planning project. Rena's background is rich with experience in the blockchain and decentralized finance (DeFi) sectors, making her uniquely equipped to navigate the intricacies of a DAO. As a former Product Manager at Amazix, she specialized in developing sentiment dashboards for ICOs, gaining valuable insights into the pulse of the market. She later served as a Product Manager at Totle, a DeFi aggregated swap tool that was subsequently

acquired by Coinbase, where she deepened her understanding of DeFi's operations and potential. As Chief of Staff at Gitcoin, Rena honed her operational expertise and governance skills, all while supporting the Executive Director. Her exceptional organizational abilities and deep understanding of DAOs will be pivotal in the project's success, ensuring that all elements align seamlessly and objectives are met efficiently.

- **Valerie Rabot**, Delivery Manager:
    - Serves as the Delivery Manager at L+R and will carry this crucial role into the ApeCoin DAO project. Valerie's career, marked by diligence and precision, equips her with a unique capacity to ensure timely and budget-friendly project delivery. She served as a Product Manager at Sketch, where she was instrumental in optimizing features based on user feedback, planning and executing roadmaps, and developing clear product requirements. She played a key role in creating main features like the Canvas View and Threading and Annotations, and improved the web app's collaborative capabilities. Valerie also spent considerable time as a Senior Producer at DMI, managing customer experience driven projects for clients like Takeda Pharmaceuticals and AXA, working with international teams from Barcelona to Cambodia. Moreover, she contributed to the digital transformation project at Nestlé Nespresso. With her proven track record in managing and delivering high-quality digital projects, Valerie is set to ensure the successful and efficient delivery of the ApeCoin DAO Market Identification & Incentive Planning project.